

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT				1. CONTRACT ID CODE			
2. AMENDMENT/MODIFICATION NO.		3. EFFECTIVE DATE		4. REQUISITION/PURCHASE REQ. NO.		5. PROJECT NO. (If applicable)	
6. ISSUED BY CODE				7. ADMINISTERED BY (If other than Item 6) CODE			
8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and ZIP Code)				(X)		9A. AMENDMENT OF SOLICIATION NO.	
						9B. DATED (SEE ITEM 11)	
						10A. MODIFICATION OF CONTRACT/ORDER NO.	
CODE		FACILITY CODE					

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

☐ The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers ☐ is extended, ☐ is not extended.
Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods:
(a) By completing items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted;
or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE
PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment
your desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this
amendment, and is received prior to the opening hour and date specified.

CHECK ONE	A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.
	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).
	C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:
	D. OTHER (Specify type of modification and authority)

E. IMPORTANT: Contractor ☐ is not, ☐ is required to sign this document and return _____ copies to the issuing office.

15A. NAME AND TITLE OF SIGNER (Type or print)		16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)	
15B. CONTRACTOR/OFFEROR	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA	16C. DATE SIGNED
(Signature of person authorized to sign)		(Signature of Contracting Officer)	

Q1. When is the response date?

A1. The response date is July 21, 2009 @ 9 AM, E.S.T.

Q2. Has ED identified particular A-list talent?

A2. No, ED has not identified "A-list" talent for this project.

Q3. Is a higher grade of video acquisition equipment allowed? Given the potential for use of "top notch" talent and possible placement on broadcast television; we have a concern regarding the acquisition media.

A3. The contractor is encouraged to propose the media he/she feels will best accomplish the tasks of the RFQ.

Q4. What is the estimated length of each PSA?

A4. The estimated length for the PSAs is 60-90 seconds per clip.

Q5. Can you please identify all languages that will need to be included? Will the alternate languages be menu selectable or will there be a need for individual masters for each language?

A5. The known languages that will be included are English and Spanish. Two masters should be submitted, one for each language.

Q6. Has ED identified a means by which they would prefer to handle the 508c requirement for these sites?

A6. Most of the clips ED posts online do not include closed captioning. In most cases the social networking site will include a link to ED.GOV that maintains a transcribed version of the video.

Q7. What type of video file is acceptable for posting on the web?

A7. Video files should be submitted in .MOV or .FLV.

Q8. Who is the incumbent?

A8. There is not an incumbent for this requirement.

Q9. Do you have the "B" roll video and when will the contractor receive it? Do you have the "B" roll video and when will the contractor receive it?

A9. Yes, we have footage suitable for B-roll. Once the contractor scripts or storyboards the pieces and determines the type of footage needed (shots of classrooms, students, teachers, etc.), we can provide it.

Q10. How much money do you have set aside for the celebrity talent?

A10. ED does not release the independent government cost estimate to the public.

Q11. What is ED expecting the "packaging" of video products to be?

A11. The packaging should be a basic video sleeve with a title for video tapes and for CD/DVDs a disk with a protective cover.

Q12. B-roll is mentioned in the SOW, is all material for this project to be "new" video imagery or will there be a mix of new and ED stock footage used?

A12. Most, if not all, footage will be new. At ED's discretion, we may opt for some of our footage to be used.

Q13. If stock footage is to be used, on what video format will it be provided to us?

A13. Most of ED's stock is on Beta or Beta SP.

Q14. Will there be logs for the stock footage, if provided by ED?

A14. No, but if the contractor were to let us know the kinds of shots needed, ED can provide descriptions.